We will be starting shortly…

APC *Partner Profit* Webinars

Get to Know the New APC Data Center

April 24, 2014

2:00 PM Eastern Daylight Time
Call: 1-800-779-1327 or 1-415-228-4946
Passcode: SCHNEIDER ELECTRIC

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APC *Partner Profit* Webinars

Get to Know the New APC Data Center

Welcome and Introductions

Katie Boeh
Channel Marketing

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Agenda

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1 Symmetra PX Price Reduction

- JD Giles

2 APC by Schneider Electric Partner Collaboration Program

- Kevin Dennis
- Chad Steere
- Buck Thornton

3 Galaxy VM

- **John Goosseff**

Symmetra PX

Price Reduction

APC by SE

JD Giles – Senior Director,
Channel Field Sales

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Symmetra PX Price Reduction

- 10% reduction in Symmetra PX price!
- Models:
  - PX20's, PX40's, PX100's, PX250/500's
  - UPS Only
- Based on feedback from the partners
- Price reduction will allow us to…
  - Expand our opportunities where the PX price may have prevented the customer from considering this type of solution
  - Improve our price positioning as compared to competitive products
  - Increase our market share!

The Symmetra PX is a world class, redundant, scalable, power protection system designed to cost effectively provide high levels of availability.

APC by Schneider Electric Partner Collaboration Program

Profitable Agent Engagement

APC by SE
Kevin Dennis – Elite Partner Manager
Chad Steere – Corporate Account Manager

RENMARK
Buck Thornton – Sales

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Agenda

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- Introduction
  - What is the Partner Collaboration Program?
- Benefits
  - Renmark Case Study
- Process
  - Step-by-Step, Detection to Close
  - End Results – Happy Customers!
- Conclusion
  - Key Takeaways
  - Next Steps
  - Q/A

Introduction

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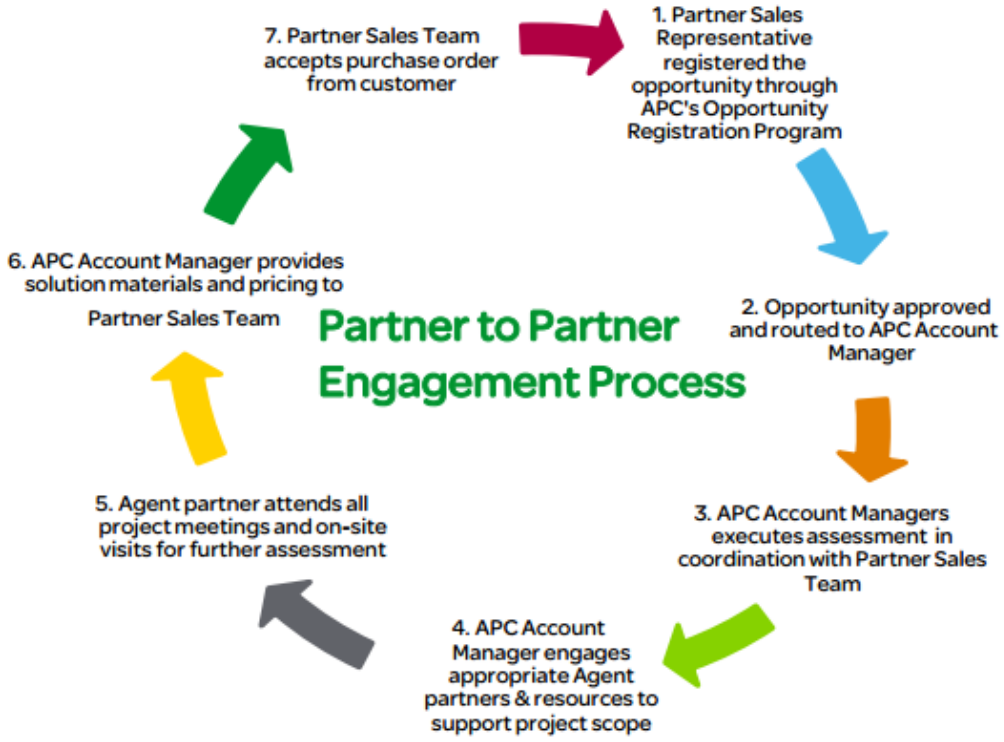
The APC by Schneider Electric Partner Collaboration Program is an innovative approach that leverages a diverse set of partners and their complimentary values to provide our mutual end-customers with a high quality experience as it relates to the critical aspect of the Data Center buying process (design, project, fulfillment, and service).

- When/Why Engage an Agent?
  - Customer needs exceed just equipment support
  - Turnkey applications or added services requested
- Capabilities
  - Data Center planning and design
  - Design build
  - Electrical & mechanical installation
  - Professional services
  - Project management


Partner to Partner Engagement Process
1. Partner Sales Representative registered the opportunity through APC's Opportunity Registration Program
2. Opportunity approved and routed to APC Account Manager
3. APC Account Managers executes assessment in coordination with Partner Sales Team
4. APC Account Manager engages appropriate Agent partners & resources to support project scope
5. Agent partner attends all project meetings and on-site visits for further assessment
6. APC Account Manager provides solution materials and pricing to Partner Sales Team
7. Partner Sales Team accepts purchase order from customer

Why Collaborate?

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Trust is King!

•Once a project is approved, the agent CANNOT register

•Bringing an agent in does NOT jeopardize profit

•Agent program does NOT reduce partner rep commission

- Customer Benefits
  - Simplified process
  - Centralized accountability b/w vendors & partners
  - Ease of business
- Partner Benefits
  - Access to technical expertise w/o overhead
  - Leverage local industry experience
  - **Grow opportunities 5-10x** in top end sales & bottom line revenue
- Example
  - 2013 Renmark Projects…

2013 Renmark Projects

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- Project Win: A
  - Original opportunity: **$16k**
    - 16kVA Symmetra LX UPS
  - Early engagement w/site visit
  - Utilized local demo center (SETC)
  - Project management
  - Ending opportunity value: **$160k**
    - ISX Solution – PX20k, racks, cooling, & StruxureWare
    - Electrical, mechanical, permitting, etc.
    - 80kW generator
    - Sapphire fire suppression

2013 Renmark Projects

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- Project Win: B
  - Original opportunity: **$150k**
    - ISX Solution
  - Site visit & design layout
  - Full turnkey solution provided
    - New bldg service & permitting
    - Electrical, mechanical, & general trades
    - Utility tie-in
  - Ending opportunity value: **$695k**
    - ISX Solution – PX100k, racks, cooling, & StruxureWare
    - Electrical, mechanical, permitting, etc.
    - 350kW generator

Renmark

What's the Process?

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- Identify opportunity for:
  - 3 phase power
  - Cooling
  - Data Center infrastructure engineering expertise
- Register opportunity
  - APC account manager will contact you
  - Opportunity qualification
  - Call with local agent
    - *Discuss specifics, needs, timing, budget, customer expectations, etc.*
    - *Additional qualification to ensure proper engagement prior to site visit*
- Agent makes site visit with end user
  - Assessment & discovery
  - Evaluate customer needs *(hardware, software, 3rd party service, turnkey installation)*
  - Agent updates you/APC on visit
  - Customer may wish to visit demo center *(agent hosts)*

What's the Process?

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- Bill of Material (BOM)
  - Agent facilitates scope of work
  - Services added by APC
  - BOM priced and sent to you
- Customer Solution
  - Join presentation of solution to customer
  - Ensure SOW in line with customer expectations
  - Make any necessary changes

This program helps create happy and satisfied customers.

Ensure Your Success!

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- Early Engagement
  - Greater success rate
  - Added value – project competence & monetary
- Local Demo or SETC Visits
  - Increases success rates **10x**

Next Steps

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- Reach out to your local APC Representative and arrange an introduction to your local Agent Partner
  - **New England** – David.Botticelli@Schneider-Electric.com
  - **NYC/Northern NJ** – Chris.Mote@Schneider-Electric.com
  - **NYC/Long Island** – Stuart.Beck@Schneider-Electric.com
  - **Upstate NY/WV/PA** – Trevor.Norton@Schneider-Electric.com
  - **Eastern PA/Southern NJ/DE** – Bernard.Ruzzo@Schneider-Electric.com
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  - **NC/SC** – Cam.Slaughter@Schneider-Electric.com
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  - **FL** – Kevin.Diamond@Schneider-Electric.com
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  - **Northern OH/MI** – Ronald.Scalletta@Schneider-Electric.com

If you don't have a designated rep, utilize our PDR support…

Next Steps

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- Reach out to your local APC Representative and arrange an introduction to your local Agent Partner

  - **SoCal** – Simon.Rhyner@Schneider-Electric.com
  - **Northern CA/NV/HA** – Brett.Thornton@Schneider-Electric.com
  - **WA/OR/AK** – Greg.Wellbrock@Schneider-Electric.com
  - **ID/MT/WY/UT/CO** – Darren.Meiser@Schneider-Electric.com
  - **Southern NV/AZ/NM** – Jordan.Heath@Schneider-Electric.com
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  - **Lower WI/Upper IL** – Rob.Kubik@Schneider-Electric.com
  - **Lower IL/MO/KS** – Jim.Rigman@Schneider-Electric.com
  - **OK/Dallas** – Nicholas.Courniotes@Schneider-Electric.com
  - **Central/Western/Southern TX** – Jesse.Goodman@Schneider-Electric.com
  - **Houston/LA/AR** – Patrick.Hurley@Schneider-Electric.com

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Partner Development Reps

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APC by Schneider Electric

Schneider Electric Presents…

Galaxy VM

Schneider Electric
John Goosseff – Director of Business Development, 3 Phase Power Products

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Agenda

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- Introduction
  - Galaxy VM Elevator Pitch
  - History
  - Applications
  - Customer Profile
- Why Galaxy VM?
  - Overview
  - Features/Benefits
- Conclusion
  - Where Can I Learn More?
  - Sales Tools

What is Galaxy VM?

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- **Elevator pitch**
  - Galaxy VM is Schneider Electric's latest 3 phase UPS that provides very high efficiency, is easy to deploy, and seamlessly integrates into the electrical , physical and monitoring environments of customers operating medium data centers, industrial or facilities applications.

A history of leading innovation

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From **product** leadership…

1964 — *First 3-phase UPS by Merlin Gerin*

1981 — APC Legendary Reliability® *Incorporated*

1989 — *APC PowerChute® software revolutionizes power management*

1993 — M G E UPS SYSTEMS

Industry's first modular UPS & Matrix-UPS® is introduced & MGE™ Galaxy™ line is launched

1997 — Symmetra®

scalable, redundant UPS introduced

1998 — *APC purchases Silcon A/S, & enters 3 Phase UPS market*

1999 — *Science Center created to advance thought leadership of data center design & operation*

2002

APC introduces its first (NCPI) architecture, PowerStruXure ™

MGE Introduces first 800kVA UPS to the market

APC revolutionizes cooling market

2003

InfraStruXure

Introduced, integrating power, cooling, racks, Management and service

2005

NetBotz acquired by APC

2008

Symmetra PX500 1st Double Conversion 96% Efficiency UPS Released to MKT

2014

1st Schneider Electric branded V Series UPS. 1st to Market 98% ECOnversion UPS Module

Schneider Electric

… to **Solution** leadership

Galaxy VM Applications

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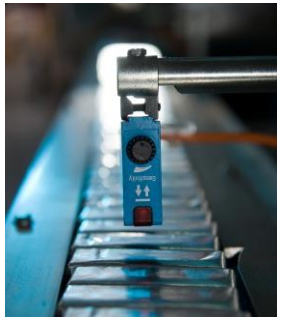
- **Commercial buildings**
  - Facilities
  - Banks
  - Hotels

- **Small/Medium Datacenters**
  - Data storage equipment
  - Network equipment
  - Computer room equipment

- **Telecom**
  - Wireless communication
  - Mobile and fixed telephone infrastructure
  - Radio and TV broadcasting

- **Industrial environments**
  - Manufacturing equipment
  - Control automation
  - Emergency lighting



180-225kVA 60Hz

160 -200kVA 50Hz

Galaxy VM Customer Profile

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- **Decision makers, Influencers**
  - Electrical Contractors, Installers
  - Facilities managers and Chief Electrical Engineer
  - Specifiers, Consulting Engineering Companies
  - EPC (Engineering, Procurement & Construction)

- **Customers**
  - Medium companies linked to service, manufacturing and process industries
  - Large international accounts and their branches/regional offices
  - Telecom operators and equipment manufacturers

Why Galaxy VM?

Overview

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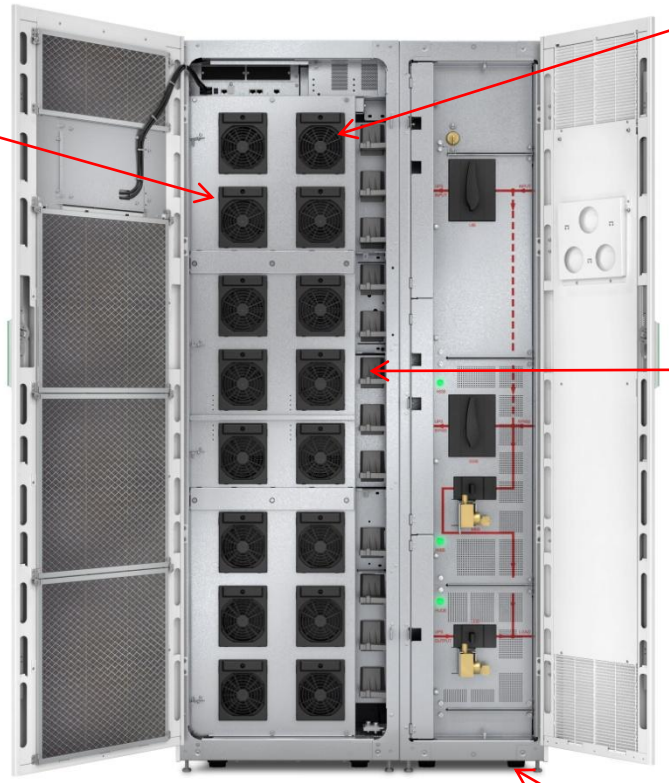
- New 3-phase UPS offer in the 160-225kVA segment.
  - Very high efficiency modes, seismic IBC level 2, classical and modular battery offer, strong electrical characteristics, internal transformer option
  - Optimized footprint & internal modular design
- Replaces
  - Galaxy PW (NAM and LAM)
- Goal = Bring reliability & robustness of ‘MGE Galaxy’ with high efficiency & internal modularity of PX
- Adaptable UPS suitable for a wide range of applications
  - Medium data center and electrical rooms
  - Industrial environments

Galaxy VM UPS - Product Design Benefits (1/2)



Power modules

Unique slide in/out concept makes it quick to replace by FSE

DC fans replaceable from front

Allows very quick fan replacement without going to bypass

Bus bar connections in front

Allows full diagnostic of the system (current/ voltage measurements) without opening into hazardous voltages

Top and bottom cable entry

The design allows cabling from top and bottom and is included at no additional cost

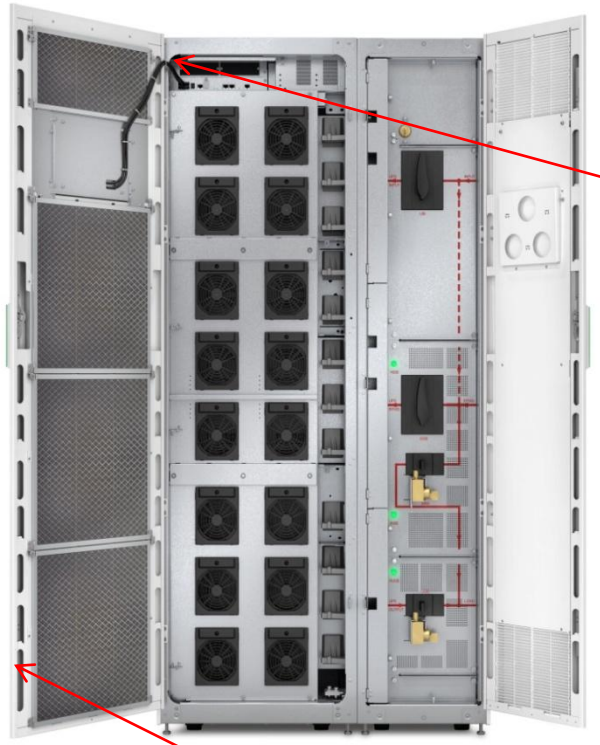
Seismic IBC level 2 compliant

Design elements included (floor anchoring only) to be compliant with stringent seismic standard

Casters

Allows for easy maneuverability

Galaxy VM UPS - Product Design Benefits (2/2)



Installation/ maintenance from front

- No rear access needed (can level system from front).
- No shadow footprint

Separate Power and IO sections

- Power cabinet has all the complexity (which can be fully isolated from IO)
- IO cabinet has all the customer interfaces & regional specificity

Network management

- Display is an NMC display. Ethernet and modbus connection included in standard
- 2 additional NMC cards can be added for enhanced customer connectivity

Dust filters

- Easy filter replacement (customer replaceable)

Efficient solution
Monitoring for right decision.

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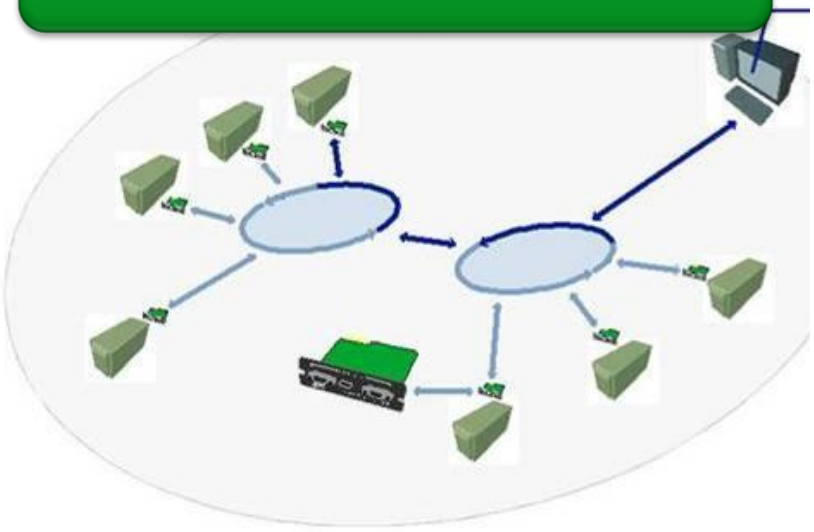
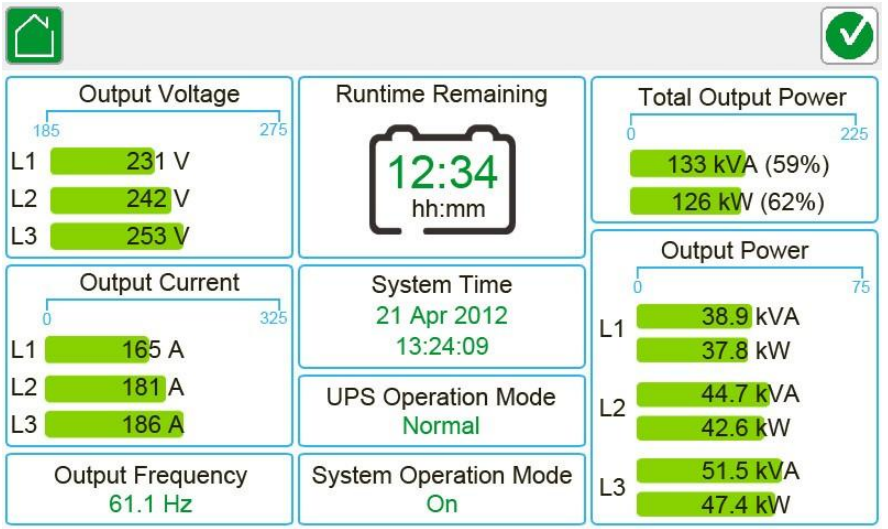
Remote : all ranges solution



L o c a l l y



Remote monitoring service : fast trouble shooting

Remote UPS Management
Notification of threatening situations

Operating system shutdown with PowerChute® Network Shutdown software

Integrates into StruxureWare Central or your preferred enterprise management system

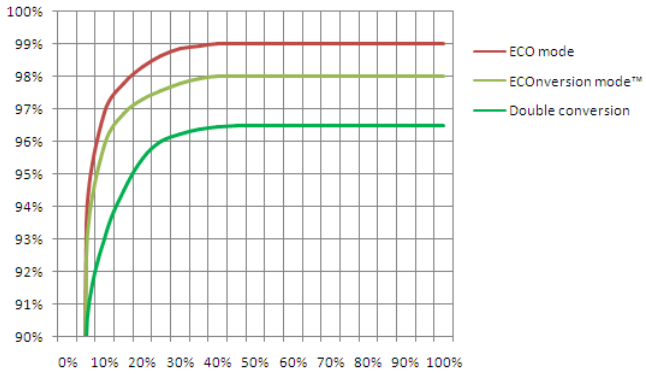
7” color tactile display on all UPS

Able to read adjacent parallel UPS data

Galaxy VM
Energy Star (Pending)

Target Certification BY EPA
Q2 2014

	180 kVA	225 kVA
25% load	95.3	95.6
50% load	96.3	96.3
75% load	96.4	96.4
100% load	96.2	96.1

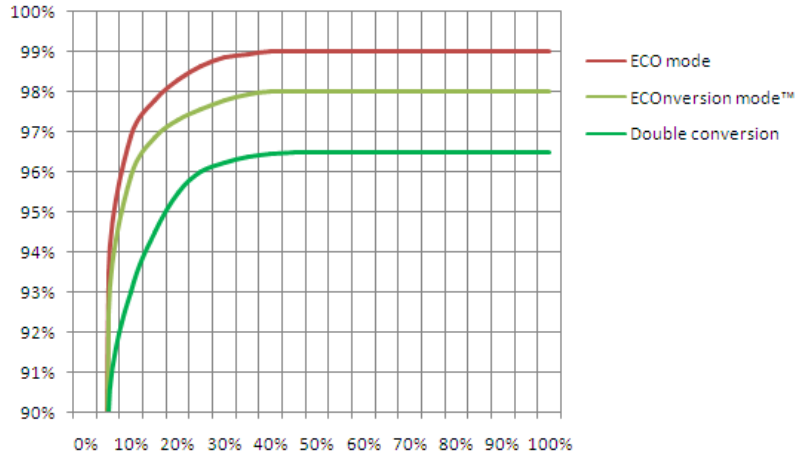


Galaxy VM Key Features & benefits

Feature: Very High efficiency

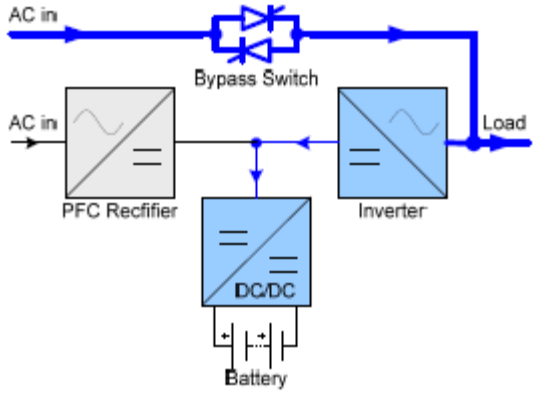
Benefit → Cost savings in the form of lower energy and cooling costs

Benefit → Environment friendly through energy conservation



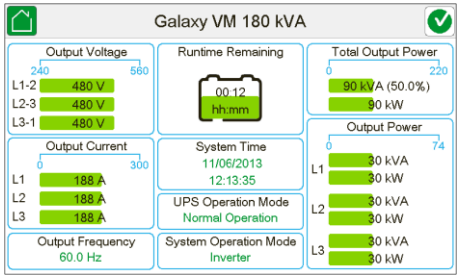
Feature: ECOnversion mode

Benefit → Better cost savings compared to double conversion while retaining most double conversion benefits !!!



Feature: Large color touch screen display

Benefit → Clear and intuitive messages and status on screen



Large color touch screen display

Galaxy VM Features & benefits

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Feature: Modular battery offer

Benefit →Availability. In modular offer many strings constitute a backup time. Hence the loss of a string does not significantly impact the remaining back up time

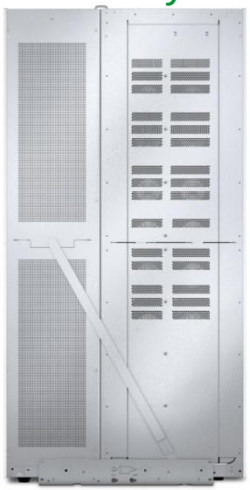
Benefit →Quick swappable battery cartridges insuring fast repair time

Modular battery cartridge

Narrow and wide modular battery cabinets

Feature: Embedded Seismic rating

Benefit → Package includes seismic brackets. No need to order separate kit for seismic compliancy



Seismic anchoring standard

Galaxy VM Key Features & benefits (cont)

Feature: Full front access installation & servicing

Benefit → Easy and quick installation. Also saves footprint as UPS can be installed back to the wall

Feature: Isolated connections and bypass cabinet

Benefit → Safe and total isolation of bypass cabinet from Power cabinet so that there is no need for additional bypass for unitary and 1+1 redundant configurations

Feature: Wide input voltage window

Benefit →Prolongs the life of the batteries in areas with wide voltage fluctuations (like industrial areas or under generator / severe weather conditions, etc)

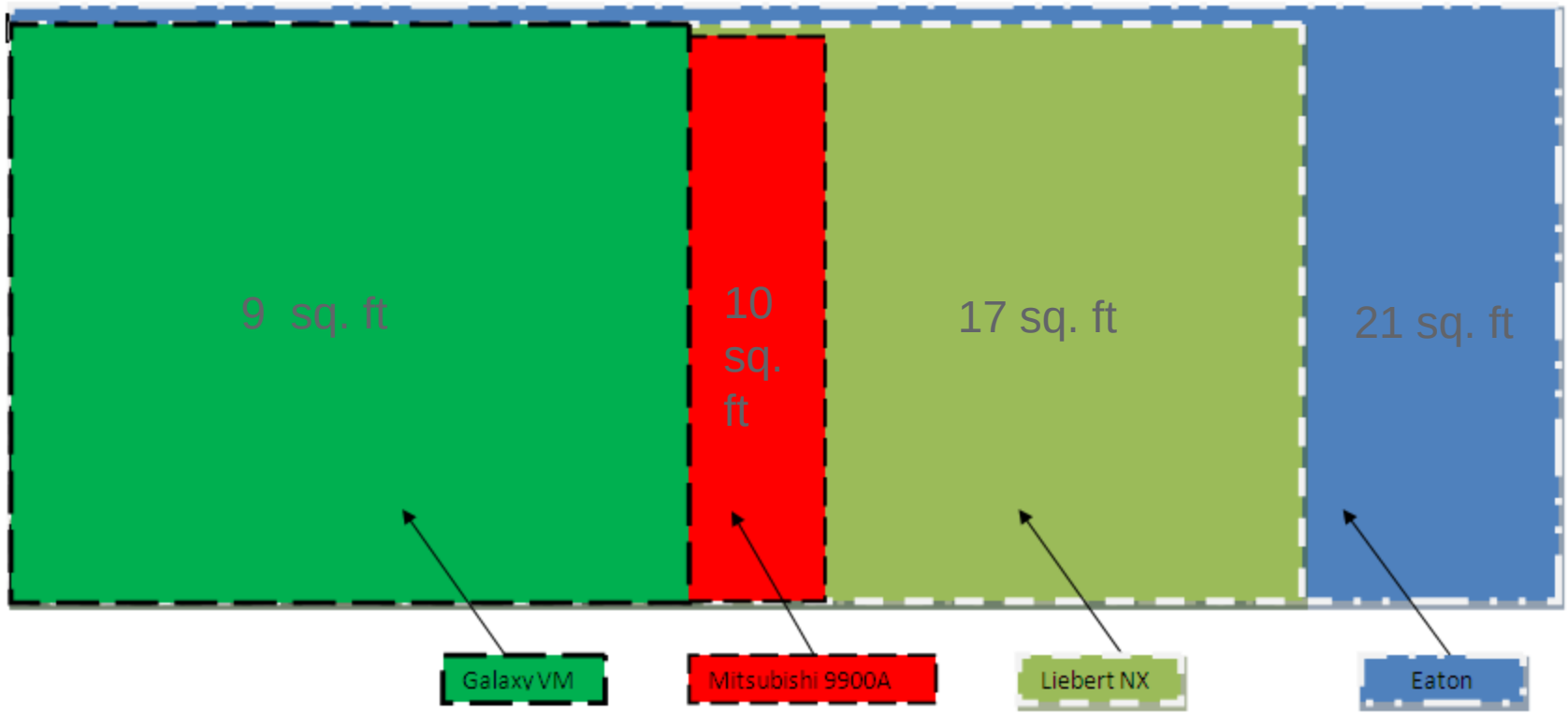
Galaxy VM Key Features & benefits (cont)

Feature: Compact footprint and low weight (UL offer)

Benefit → Saves on real estate cost and better utilization of space

footprint		
Square Feet		
	without MBP	with MBP
Area - GVM	9 sq. ft	9 sq. ft
Area-Competitor 1	12 sq. ft	17 sq.ft
Area-Competitor 2	12 sq. ft	21 sq. ft
Area-Competitor 3	8 sq. ft	10 sq. ft

225 kVA UPS+ MBP



Conclusion

Where Can I Learn More?

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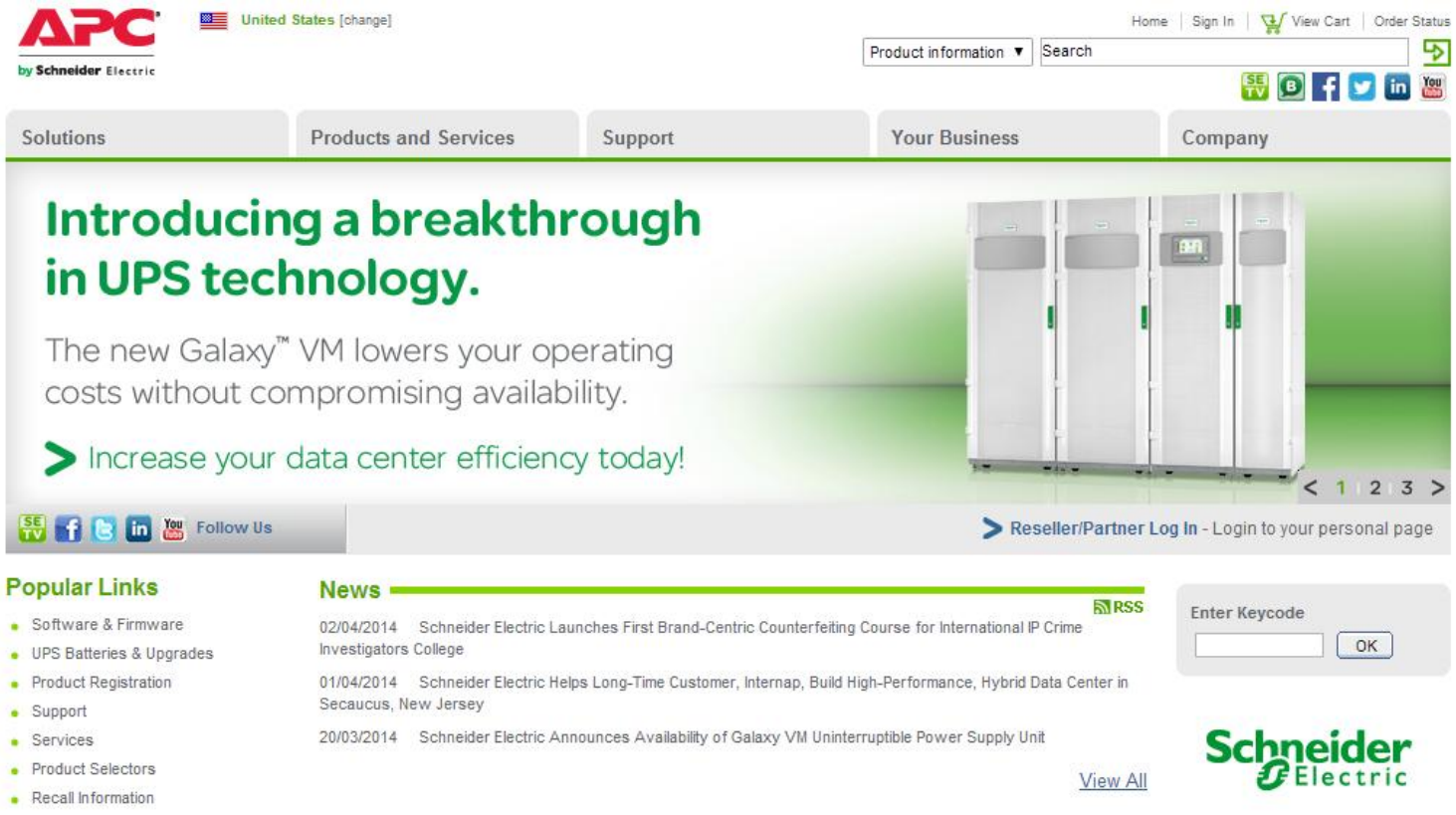
- http://www.apc.com



Conclusion

Where Can I Learn More?

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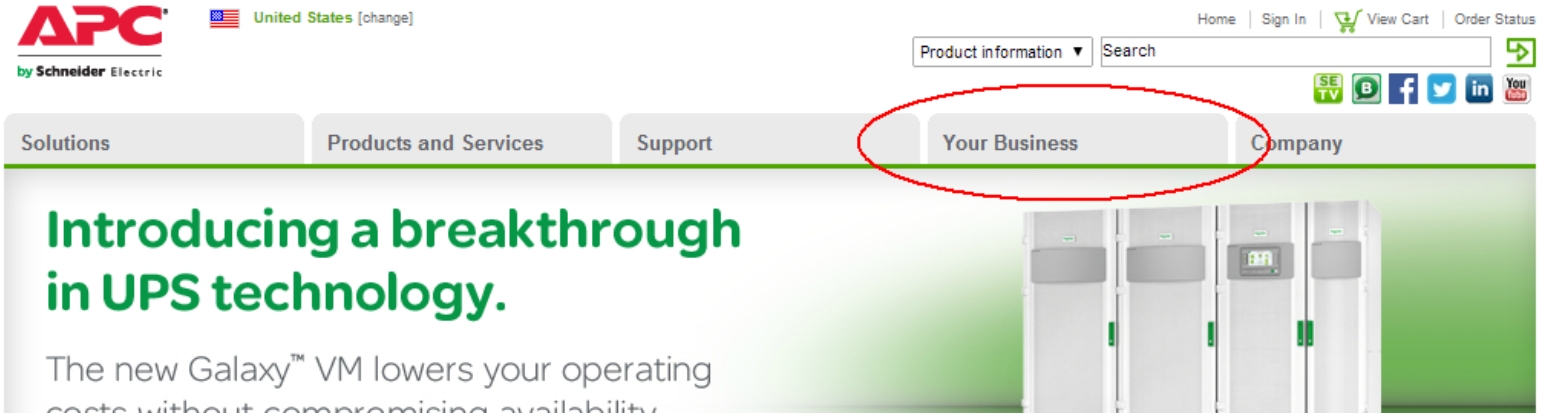
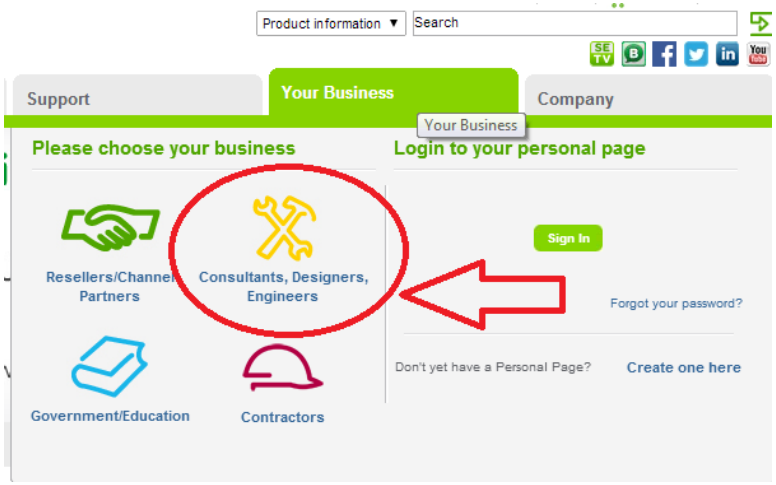
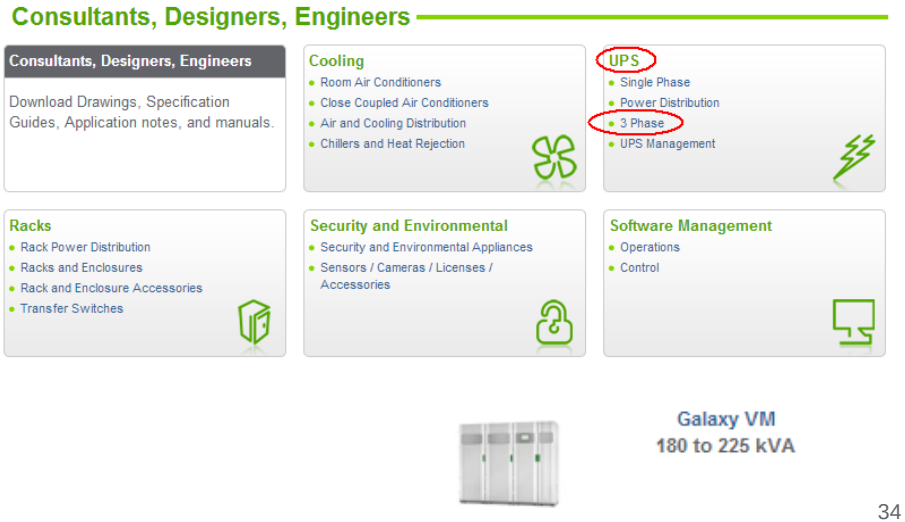
- http://www.apc.com >> Your Business >> Consultants, Designers, Engineers >> UPS >> 3 Phase >> Galaxy VM >> Design Guide







Galaxy VM – ISX Designer

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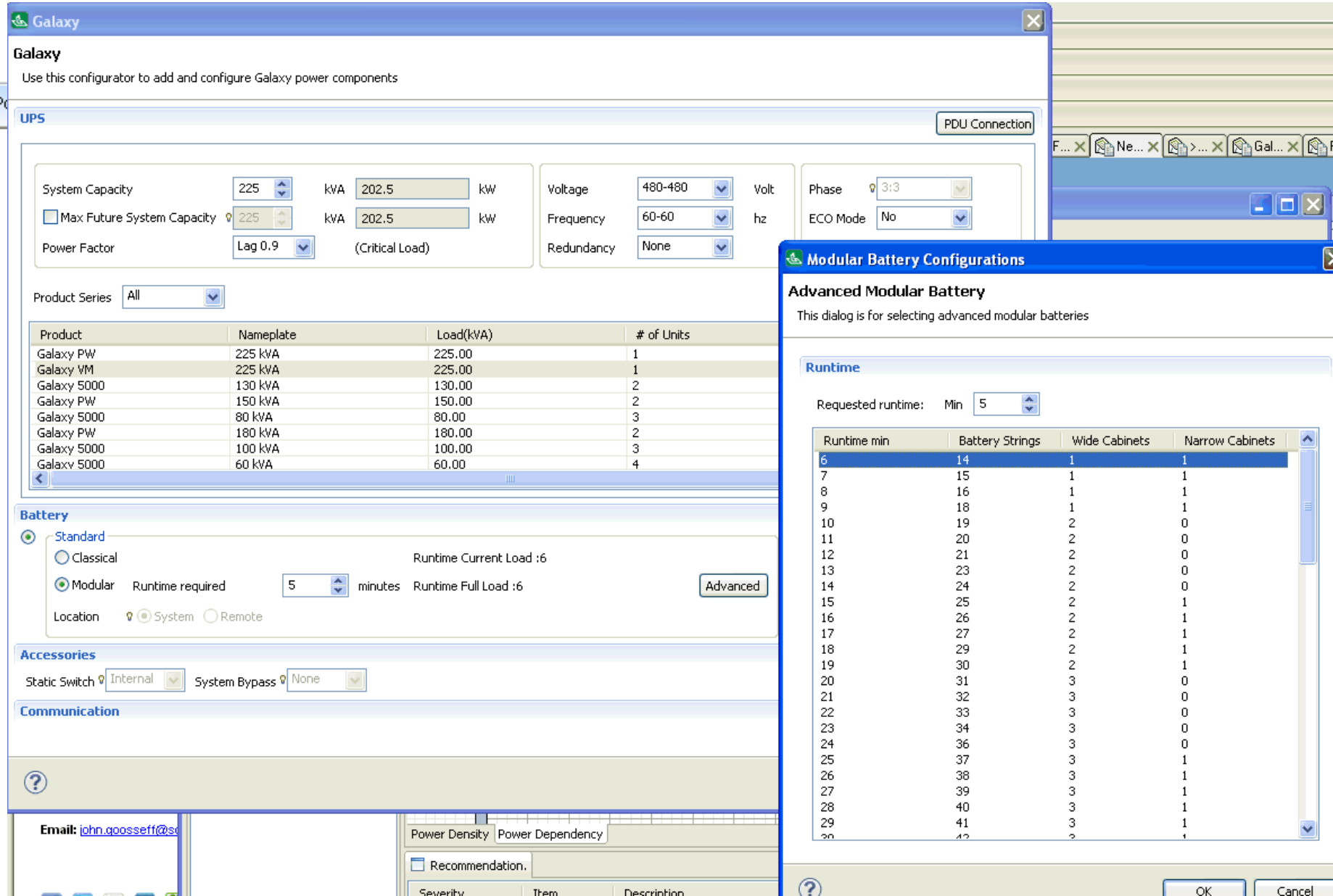
Galaxy
Galaxy
Use this configurator to add and configure Galaxy power components
UPS
PDU Connection
System Capacity 225 kVA 202.5 kW
Max Future System Capacity 225 kVA 202.5 kW
Power Factor Lag 0.9 (Critical Load)
Voltage 480-480 Volt
Frequency 60-60 hz
Redundancy None
Phase 3:3
ECO Mode No
Product Series All
Product | Nameplate | Load(kVA) | # of Units
Galaxy PW | 225 kVA | 225.00 | 1
Galaxy VM | 225 kVA | 225.00 | 1
Galaxy 5000 | 130 kVA | 130.00 | 2
Galaxy PW | 150 kVA | 150.00 | 2
Galaxy 5000 | 80 kVA | 80.00 | 3
Galaxy PW | 180 kVA | 180.00 | 2
Galaxy 5000 | 100 kVA | 100.00 | 3
Galaxy 5000 | 60 kVA | 60.00 | 4
Battery
Standard
Classical
Modular Runtime required 5 minutes
Runtime Current Load :6
Runtime Full Load :6
Advanced
Location System Remote
Accessories
Static Switch Internal
System Bypass None
Communication
Modular Battery Configurations
Advanced Modular Battery
This dialog is for selecting advanced modular batteries
Runtime
Requested runtime: Min 5
Runtime min | Battery Strings | Wide Cabinets | Narrow Cabinets
6 | 14 | 1 | 1
7 | 15 | 1 | 1
8 | 16 | 1 | 1
9 | 18 | 1 | 1
10 | 19 | 2 | 0
11 | 20 | 2 | 0
12 | 21 | 2 | 0
13 | 23 | 2 | 0
14 | 24 | 2 | 0
15 | 25 | 2 | 1
16 | 26 | 2 | 1
17 | 27 | 2 | 1
18 | 29 | 2 | 1
19 | 30 | 2 | 1
20 | 31 | 3 | 0
21 | 32 | 3 | 0
22 | 33 | 3 | 0
23 | 34 | 3 | 0
24 | 36 | 3 | 0
25 | 37 | 3 | 1
26 | 38 | 3 | 1
27 | 39 | 3 | 1
28 | 40 | 3 | 1
29 | 41 | 3 | 1
OK
Cancel
Email: john.goosseff@
Power Density
Power Dependency
Recommendation.
Severity
Item
Description

Conclusion

Additional Sales Tools

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- Brochures
- Specifications
  - CSI guide specification
  - Technical specification with facility planning datasheet
- Manuals
  - UPS installation
  - Modular battery installation manual
  - Receiving and unpacking
- Submittal Drawing – Mechanical
- Submittal Drawing – Single Line
  - Single and parallel configurations
- UPS Selector
- ISX Selector

- Product Solution Page
  - Galaxy VM
- Videos
  - Introducing the Galaxy VM
  - Galaxy VM: A Trusted Partner for Your Business Continuity
- Social Media
  - Blog post

Wrap-Up

Summary and Announcements
Follow us on Social Media
Q/A

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Summary and Announcements

- Thank you!
- Key Takeaways
- Next Webinar
- Tweet us your suggestions!

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APC by Schneider Electric Partner Central

*Refreshed as of February 2014!

Questions?

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- Follow operator instructions to un-mute your line

or

- Submit questions via Webex

Thank You!

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